

RESP\_ID 27635  
Age: 14 to 29  
Gender: Female  
Q3.0 [Names of internet sites that offer self publishing]  
Q3.0 Don't know any.  
Q4.0 [Have you ever heard of...?]  
lulu na  
blurb na  
iuniverse na  
authorhouse na  
trafford na  
moho na  
Q4.1 [Have you ever heard of...?]  
lulu No  
blurb No  
iuniverse No  
authorhouse No  
trafford No  
moho No

RESP\_ID 28122  
Age: 30 to 49  
Gender: Male  
Q3.0 [Names of internet sites that offer self publishing]  
Q3.0 I don't even know.  
Q4.0 [Have you ever heard of...?]  
lulu na  
blurb na  
iuniverse na  
authorhouse na  
trafford na  
moho na  
Q4.1 [Have you ever heard of...?]  
lulu No  
blurb No  
iuniverse No  
authorhouse No  
trafford No  
moho No

RESP\_ID 28706  
Age: 50 or above  
Gender: Male  
Q3.0 [Names of internet sites that offer self publishing]  
Q3.0 Not offhand, but I have looked at some before. They might be on my favorites.  
Q4.0 [Have you ever heard of...?]  
lulu na  
blurb na  
iuniverse na  
authorhouse na  
trafford na  
moho na  
Q4.1 [Have you ever heard of...?]  
lulu No  
blurb No  
iuniverse Don't know  
authorhouse Don't know  
trafford No  
moho Yes

RESP\_ID 28725  
 Age: 50 or above  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 I can't think of any. Never been to such site.  
 Q4.0 [Have you ever heard of...?]  
 lulu na  
 blurb na  
 iuniverse na  
 authorhouse na  
 trafford na  
 moho na  
 Q4.1 [Have you ever heard of...?]  
 lulu No  
 blurb No  
 iuniverse No  
 authorhouse No  
 trafford No  
 moho No

RESP\_ID 28996  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 I really don't know anything about that.  
 Q4.0 [Have you ever heard of...?]  
 lulu na  
 blurb na  
 iuniverse na  
 authorhouse na  
 trafford na  
 moho na  
 Q4.1 [Have you ever heard of...?]  
 lulu No  
 blurb No  
 iuniverse No  
 authorhouse No  
 trafford No  
 moho No

RESP\_ID 29255  
 Age: 50 or above  
 Gender: Male  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 Not aware of any.  
 Q4.0 [Have you ever heard of...?]  
 lulu na  
 blurb na  
 iuniverse na  
 authorhouse na  
 trafford na  
 moho na  
 Q4.1 [Have you ever heard of...?]  
 lulu No  
 blurb No  
 iuniverse No  
 authorhouse No  
 trafford No  
 moho No

RESP\_ID 29282  
 Age: 50 or above  
 Gender: Male  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 CNN.  
 Q3.1 YouTube.  
 Q4.0 [Have you ever heard of...?]  
 lulu No  
 blurb No  
 iuniverse No  
 authorhouse No  
 trafford No  
 moho Don't know  
 Q4.1 [Have you ever heard of...?]  
 lulu na  
 blurb na  
 iuniverse na  
 authorhouse na  
 trafford na  
 moho na

RESP\_ID 29410  
 Age: 50 or above  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 No idea.  
 Q4.0 [Have you ever heard of...?]  
 lulu na  
 blurb na  
 iuniverse na  
 authorhouse na  
 trafford na  
 moho na  
 Q4.1 [Have you ever heard of...?]  
 lulu No  
 blurb No  
 iuniverse No  
 authorhouse No  
 trafford No  
 moho No

RESP\_ID 29532  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 I don't know any.  
 Q4.0 [Have you ever heard of...?]  
 lulu na  
 blurb na  
 iuniverse na  
 authorhouse na  
 trafford na  
 moho na  
 Q4.1 [Have you ever heard of...?]  
 lulu No  
 blurb No  
 iuniverse No  
 authorhouse No  
 trafford No  
 moho Yes

RESP\_ID 29540  
 Age: 30 to 49  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 We don't do that.  
 Q4.0 [Have you ever heard of...?]  
     lulu na  
     blurb na  
     iuniverse na  
     authorhouse na  
     trafford na  
     moho na  
 Q4.1 [Have you ever heard of...?]  
     lulu No  
     blurb No  
     iuniverse No  
     authorhouse No  
     trafford No  
     moho No

RESP\_ID 29887  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 Getty's.  
 Q3.1 No others.  
 Q4.0 [Have you ever heard of...?]  
     lulu No  
     blurb No  
     iuniverse No  
     authorhouse No  
     trafford No  
     moho No  
 Q4.1 [Have you ever heard of...?]  
     lulu na  
     blurb na  
     iuniverse na  
     authorhouse na  
     trafford na  
     moho na

RESP\_ID 29913  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 None.  
 Q4.0 [Have you ever heard of...?]  
     lulu na  
     blurb na  
     iuniverse na  
     authorhouse na  
     trafford na  
     moho na  
 Q4.1 [Have you ever heard of...?]  
     lulu No  
     blurb No  
     iuniverse No  
     authorhouse No  
     trafford No  
     moho No

RESP\_ID 29987  
Age: 30 to 49  
Gender: Male  
Q3.0 [Names of internet sites that offer self publishing]  
Q3.0 None that I can think of.  
Q4.0 [Have you ever heard of...?]  
lulu na  
blurb na  
iuniverse na  
authorhouse na  
trafford na  
moho na  
Q4.1 [Have you ever heard of...?]  
lulu No  
blurb No  
iuniverse No  
authorhouse No  
trafford No  
moho No

RESP\_ID 30495  
 Age: 50 or above  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 None.  
 Q4.0 [Have you ever heard of...?]  
 lulu na  
 blurb na  
 iuniverse na  
 authorhouse na  
 trafford na  
 moho na  
 Q4.1 [Have you ever heard of...?]  
 lulu No  
 blurb No  
 iuniverse No  
 authorhouse No  
 trafford No  
 moho No

RESP\_ID 30540  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 Mm, I do not know of any.  
 Q4.0 [Have you ever heard of...?]  
     lulu na  
     blurb na  
     iuniverse na  
     authorhouse na  
     trafford na  
     moho na  
 Q4.1 [Have you ever heard of...?]  
     lulu No  
     blurb No  
     iuniverse No  
     authorhouse No  
     trafford No  
     moho No

RESP\_ID 30945  
Age: 14 to 29  
Gender: Female  
Q3.0 [Names of internet sites that offer self publishing]  
Q3.0 I don't know.  
Q4.0 [Have you ever heard of...?]  
lulu na  
blurb na  
iuniverse na  
authorhouse na  
trafford na  
moho na  
Q4.1 [Have you ever heard of...?]  
lulu No  
blurb No  
iuniverse No  
authorhouse No  
trafford No  
moho No

RESP\_ID 31070  
Age: 14 to 29  
Gender: Female  
Q3.0 [Names of internet sites that offer self publishing]  
Q3.0 Well, MySpace, Friendster, Blogspot, deviant and that's about it.  
Q3.1 That's it.  
Q4.0 [Have you ever heard of...?]  
lulu Yes  
blurb No  
iuniverse No  
authorhouse No  
trafford No  
moho No  
Q4.1 [Have you ever heard of...?]  
lulu na  
blurb na  
iuniverse na  
authorhouse na  
trafford na  
moho na

RESP\_ID 31157  
Age: 50 or above  
Gender: Female  
Q3.0 [Names of internet sites that offer self publishing]  
Q3.0 I don't do that.  
Q3.1 None.  
Q4.0 [Have you ever heard of...?)  
lulu No  
blurb No  
iuniverse No  
authorhouse No  
trafford No  
moho No  
Q4.1 [Have you ever heard of...?)  
lulu na  
blurb na  
iuniverse na  
authorhouse na  
trafford na  
moho na

RESP\_ID 31816  
 Age: 50 or above  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 No, I don't think so.  
 Q4.0 [Have you ever heard of...?]  
     lulu na  
     blurb na  
     iuniverse na  
     authorhouse na  
     trafford na  
     moho na  
 Q4.1 [Have you ever heard of...?]  
     lulu No  
     blurb No  
     iuniverse No  
     authorhouse No  
     trafford No  
     moho No

RESP\_ID 31861  
 Age: 30 to 49  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 People, US Magazine and Sports Red Sox Special.  
 Q3.1 CBS, MTV and Youtube.  
 Q4.0 [Have you ever heard of...?)  
 lulu No  
 blurb No  
 iuniverse No  
 authorhouse No  
 trafford No  
 moho No  
 Q4.1 [Have you ever heard of...?)  
 lulu na  
 blurb na  
 iuniverse na  
 authorhouse na  
 trafford na  
 moho na

RESP\_ID 32091  
Age: 14 to 29  
Gender: Male  
Q3.0 [Names of internet sites that offer self publishing]  
Q3.0 Um, I can't because I wouldn't pay. I mean if I'm paying for  
videos.  
Q4.0 [Have you ever heard of...?)  
lulu na  
blurb na  
iuniverse na  
authorhouse na  
trafford na  
moho na  
Q4.1 [Have you ever heard of...?)  
lulu No  
blurb No  
iuniverse No  
authorhouse No  
trafford No  
moho No

RESP\_ID 32207  
Age: 14 to 29  
Gender: Female  
Q3.0 [Names of internet sites that offer self publishing]  
Q3.0 eBay.  
Q4.0 [Have you ever heard of...?)  
lulu na  
blurb na  
iuniverse na  
authorhouse na  
trafford na  
moho na  
Q4.1 [Have you ever heard of...?)  
lulu No  
blurb No  
iuniverse No  
authorhouse No  
trafford No  
moho No

RESP\_ID 32227  
 Age: 30 to 49  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 None. YouTube.  
 Q3.1 None.  
 Q4.0 [Have you ever heard of...?)  
 lulu No  
 blurb No  
 iuniverse No  
 authorhouse No  
 trafford No  
 moho No  
 Q4.1 [Have you ever heard of...?)  
 lulu na  
 blurb na  
 iuniverse na  
 authorhouse na  
 trafford na  
 moho na

RESP\_ID 32784  
 Age: 14 to 29  
 Gender: Male  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 Oh, I have no idea.  
 Q4.0 [Have you ever heard of...?]  
 lulu na  
 blurb na  
 iuniverse na  
 authorhouse na  
 trafford na  
 moho na  
 Q4.1 [Have you ever heard of...?]  
 lulu No  
 blurb No  
 iuniverse No  
 authorhouse No  
 trafford No  
 moho No

RESP\_ID 33126  
 Age: 50 or above  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 I can't think of the name of the company.  
 Q4.0 [Have you ever heard of...?]  
 lulu na  
 blurb na  
 iuniverse na  
 authorhouse na  
 trafford na  
 moho na  
 Q4.1 [Have you ever heard of...?]  
 lulu No  
 blurb No  
 iuniverse No  
 authorhouse No  
 trafford No  
 moho No

RESP\_ID 33262  
 Age: 50 or above  
 Gender: Male  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 I cannot think of any.  
 Q4.0 [Have you ever heard of...?]  
 lulu na  
 blurb na  
 iuniverse na  
 authorhouse na  
 trafford na  
 moho na  
 Q4.1 [Have you ever heard of...?]  
 lulu No  
 blurb No  
 iuniverse No  
 authorhouse No  
 trafford No  
 moho No

RESP\_ID 33548  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 I can't think of any.  
 Q4.0 [Have you ever heard of...?]
 

lulu	na
blurb	na
iuniverse	na
authorhouse	na
trafford	na
moho	na

 Q4.1 [Have you ever heard of...?]
 

lulu	No
blurb	No
iuniverse	No
authorhouse	No
trafford	No
moho	Yes

RESP\_ID 33886  
 Age: 14 to 29  
 Gender: Male  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 None.  
 Q4.0 [Have you ever heard of...?]
 

lulu	na
blurb	na
iuniverse	na
authorhouse	na
trafford	na
moho	na

 Q4.1 [Have you ever heard of...?]
 

lulu	No
blurb	No
iuniverse	No
authorhouse	No
trafford	No
moho	No

RESP\_ID 34049  
 Age: 14 to 29  
 Gender: Male  
 Q3.0 [Names of internet sites that offer self publishing]  
 Q3.0 www.youtube.com, www.myspace.com and www.facebook.com.  
 Q3.1 None.  
 Q4.0 [Have you ever heard of...?]
 

lulu	No
blurb	No
iuniverse	No
authorhouse	No
trafford	No
moho	No

 Q4.1 [Have you ever heard of...?]
 

lulu	na
blurb	na
iuniverse	na
authorhouse	na
trafford	na
moho	na